Peculiarities of the Implementation of Neologisms in the English Language Internet Discourse

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Abstract: New words and expressions or neologisms are created for new things irrespective of their scale of importance. A large number of new lexical units appeared in connection with the development of computer technology. Neologisms are usually formed under the laws of the relevant language, in his productive patterns of word formation. However, literary books are sometimes created neologisms and unproductive ways of word formation. In such cases, the effective power of word-formation means becomes more clear, vivid, and tangible. Most funds formation of new words so often act as a stylistic device. The attention of linguists is mainly attracted by neologisms related to scientific and technical topics, due to the rapid progress of science and technology in recent decades. This fact had a great impact on the information sphere. It is in the media that all global events occurring in the world are reflected. At the moment, our society is characterized as "informational", and, therefore, it is based on the processes of collecting, storing and transmitting information, which provides an opportunity for its implementation and further development. The neologisms in the sphere of internet technology are being spread with a high speed to all languages as a result of globalization. Thus, the internet discourse is regarded as one of actual fields of linguistic discourse.

Keywords: internet discourse; phraseological paradigms; discourse topic; computer-mediated communication; cognitive process.

INTRODUCTION

Professional communication as a "supplier" of new nominations, including word combinations, has been studied in linguistics for a long time. A relatively new reason for the actualization of this direction at the present stage is internet communication, which forms its own sublanguage. In other words, a computer sublanguage is a special form of existence, the totality of language units of which calls the realities of the computer sphere and represents an organized lexical and phraseological system. In an attempt to characterize internet communication as a phenomenon, researchers talk about its following features: hyper textuality, interactivity, virtuality, anonymity, discreteness and continuity.

Among the specific features of the sublanguage serving this discourse, it is advisable to consider the factor of hypertrophied external influence – lexical and phraseological corpus of a specific languages (as, indeed, the dictionary systems of all national languages at the present stage of development) are intensively replenished with Anglicisms (both one-word and word combinations).

MATERIALS AND METHODS

The specific features of computer/internet discourse as a professional communicative environment as a whole are determined by two factors – globalization and an unprecedented

expansion of the number of potential subjects of communication: both professionals and beginners (so–called "confident users" of gadgets and the internet) actively use professional language. Each of these factors allows us to speak about the uniqueness of computer/internet discourse as a source of new phraseology:

➢ on the one hand, we are dealing with a new "cultural universal", within the boundaries of which new concepts are being formed (social network, search engine, search tool, public domain, blacklist, data leak, hacker attack, etc.);

➢ on the other hand, the subjects of discourse "external" to the profession the process of "semantic enrichment" is launched, the essence of which (Larin, 1977) is "to expand and generalize the meaning towards figurative typicality" (online life, interactively, to like the information, etc.).

An urgent research task is the observation of cognitive and communicative processes that ensure the formation of a system of means of linguistic expression of new concepts. In the focus of our attention there stands often used Internet communication phrases with the information component. The identification of indicators of their phraseologization and evidence of the formation of new lexical and phraseological paradigms is the goal of one of the stages of the research, the result of which should be the solution of the problem of the systematic description of English neologisms of the internet sphere of the last three decades.

The extra linguistic factors of generating new words along with the emergence of new realities and scientific and technological progress include: globalization, the development of the Internet, the approval of political correctness and tolerance in language practice, time compression; to intra-linguistic – tendencies to language economy, greater expressiveness, systematization of vocabulary, unification of sign means of expression; conversion and change of stylistic fixation unit. Extra linguistic factors, and in particular globalization, and internet development determine to a decisive degree the change in the vocabulary of a language.

Discourse (fr. discours,– from Lat. Discursus "running back and forth; movement, circulation; conversation, conversation") is a multi-valued term of a number of humanities, the subject of which directly or indirectly involves the study of the functioning of language – linguistics, literary studies, semiotics, sociology, philosophy, ethnology and anthropology.

In linguistics, the term discourse began to be widely used in the early 1970s, initially in a meaning close to that in which the term "functional style" (speech or language) existed in linguistics. The reason that with the term "functional style" being actively used, another one was needed – "discourse" - was due to the peculiarities of national linguistic schools, and not in the subject. While in the Russian tradition especially strengthened in this regard with the works of V.V. Vinogradov and G.O. Vinokur "functional style" meant, first of all, a special type of texts – colloquial, bureaucratic, newspaper, etc., but also a lexical system corresponding to each type and its own grammar, there was nothing like this in the English-speaking tradition, primarily because there was no stylistics as a special branch of linguistics (Stepanov, 1995).

Discourse in the understanding of Western linguists originally meant texts in their textual reality and in their features. Only much later did linguists realize that discourse is not only a "given text", but also a certain system behind this given, primarily grammar. According to Yu.S. Stepanov (1995), discourse is "a language within a language", but presented as a special social reality. Discourse does not really exist in the form of its "grammar" and its "lexicon", as a language. Discourse exists primarily and mainly in texts, but those behind which there is a special grammar, a special lexicon, special rules of usage and syntax, special semantics, – ultimately – a special world.

There is no clear and generally accepted definition of "discourse" covering all cases of its use, and it is possible that this has contributed to the widespread popularity acquired by this term over the past decades: different understandings connected by non-trivial relations successfully satisfy various conceptual needs, modifying more traditional ideas about speech, text, dialogue, style,

and even language.

Discourse is understood as "speech" in the Saussure sense, i.e. any specific utterance; and – within the framework of the theory of utterance or pragmatics – the impact of the utterance on the recipient and its introduction into the "utterance" situation (which implies the subject of the utterance, the addressee, the moment and a certain place of utterance), and the designation of the system of restrictions that are imposed for an unlimited number of statements due to a certain social or ideological position.

According to the dictionary definition, discourse is "a coherent text in combination with extra-linguistic, socio-cultural, psychological and other factors; a text taken in the event aspect".

As V.Z. Demyankov (2003) notes, the text is called a discourse in its formation before the interpreter's mind's eye. Discourse consists of sentences or fragments thereof, and the content of discourse often, though not always, concentrates around some "reference" concept called "discourse topic".

Discourse is one of the basic concepts of modern communicative linguistics, text linguistics. In foreign linguistics, it was first widely considered in the works of E. Benveniste, Z. Harris and M. Foucault. The original definition of discourse as a linguistic phenomenon differs significantly from its modern understanding. The French structural linguist Emile Benveniste (1994) understood discourse as speech in the aspect of its production. Benveniste's approach to the study of discourse was based on the study of situational and communicative characteristics inherent in its specific implementation. According to this point of view, the communicant assigns special personal markers to the discourse through characteristic means of discourse implementation, as well as special language tactics and techniques. A communicative act is characterized by an explicit expression of an attitude towards a partner, actual or imaginary.

For the first time, the term discourse analysis was used by the American linguist and sociologist Zellig Harris in the middle of the last century. He understood (2003) discourse as a textual realization of a communicative act, a set of phrases, and therefore applied descriptive methods of sentence analysis and coherent speech to it.

In modern linguistics, there are two approaches to the definition of this term. Thus, the well–known linguist Ten van Dijk (1998) believes that, in a broad sense, discourse is a linguistic act that takes place with the participation of two communicants in a certain social, cultural, temporal and spatial context. In a narrow sense, discourse is equivalent to the concepts of "text" and "conversation", that is, it is defined as a specific verbal speech product.

Thus, the understanding of discourse in modern linguistics is close in meaning to the concept of "text", but emphasizes the dynamic, time-unfolding nature of language communication. In contrast, the text is understood primarily as a static object, the result of linguistic activity. Sometimes "discourse" is understood as including two components at the same time: both the dynamic process of linguistic activity, inscribed in its social context, and its result; this is the preferred understanding. Periodically occurring attempts to replace the concept of discourse with the phrase "coherent text" are not very successful, since any normal text is coherent.

Discourse, like other linguistic entities (morphemes, words, sentences) is arranged according to certain rules specific to a given language. When studying discourse, as well as any natural phenomenon, the question of classification arises: what types and varieties of discourse exist. The most important distinction in this area is the opposition of oral and written discourse. This distinction is connected with the channel of information transmission: in oral discourse, the channel is acoustic, in written – visual.

In addition to questions of the structure of discourse, another main range of problems studied in discursive analysis is the influence of discursive factors on smaller linguistic components – grammatical, lexical and phonetic. For example, word order, although a grammatical phenomenon, cannot be explained without reference to discursive factors. The word order is

sensitive to the characteristics of the communicative organization of the utterance, which are usually described using the concepts of topic (the starting point of the utterance) and rhema (information added to the starting point).

With the development of society, humanity's natural need for communication also grows. And the emergence of the global Internet has become a natural step in the face of these growing needs.

It can be considered that communication and discourse on the Internet began to follow its own path of development, acquiring its own unique features in 1971, when the first program for sending e-mail was developed, the first new technological method of communication, which marked the beginning of a global restructuring of the entire system of people's interconnection.

N.A. Akhrenova (2009) identifies Internet discourse as a special kind of discourse and argues that its specificity, primarily due to its peculiar sphere of appearance and distribution, is manifested in all areas: there are graphic and spelling, lexical, grammatical features. Thus, a new type of discourse appears - oral-written discourse.

In foreign linguistics, the study of the features of virtual communication began in the eighties of the last century and is associated with the names of Susan Barnes, Naomi Baron, Susan Herring.

As E.I. Goroshko (2009) notes, this direction quickly gets terminological design. In this regard, currently there are a number of concepts to define this phenomenon, which are differentiated by the object of research and the sphere of use. The most common of them are "computer-mediated communication", "computer discourse", "electronic discourse", "virtual discourse", "Internet discourse" and "network discourse".

Internet discourse is the process of creating a text in combination with pragmatic, socio-cultural, psychological factors, purposeful social action, including the interaction of people and the mechanisms of their consciousness - cognitive processes (Stepanov,1995).

E.N. Galichkina (2001) believes that when studying computer discourse, it is necessary to proceed from the fact that discourse is "a multidimensional phenomenon that can be considered in the communicative aspect as verbal communication, in the structural–semantic aspect as a fragment of text above the sentence level, in the structural-stylistic – as a non-textual organization of spoken speech, in the socio-semantic and pragmatic – like a text immersed in a communication situation".

Important characteristics of the discourse are the connectedness of the text, conditionality by extra-linguistic factors, eventfulness, purposefulness of social action.

RESULTS

The Internet discourse is distinguished on the basis of the communication channel, the remoteness of the communication participants from each other and the specific technology of today's computers make this communication very peculiar. It acquires the following features: virtuality, i.e. the ability to communicate with a conditional unknown interlocutor, globality, i.e. the ability to establish contact with any user on the network, hyper textuality, i.e. the complementary of information transmission in various recording modes (text and multimedia) in applications to messages.

Computer discourse as a type of communication has the following characteristics:

1) electronic signal as a communication channel;

2) virtuality;

3) distance, i.e. separation in space and time;

4) mediation (because it is carried out with the help of a technical means);

5) high degree of permeability;

6) the presence of hypertext;

7) creolization of computer texts;

8) primarily status equality of participants;

9) transfer of emotions, facial expressions, feelings with the help of "emoticons";

10) a combination of different types of discourse;

11) specific computer ethics (Galichkina, 2001).

The texts of messages in the framework of computer discourse are characterized by structural, semantic and pragmatic features inherent in the texts of mass communication, journalism, informal discussions of problems in the framework of scientific conferences and informal interpersonal communication. The specificity of computer discourse consists in the selective combination of features characteristic of other types and forms of communication. Computer discourse in English is characterized by compliance with the norms of English-language communication.

Discursively, computer communication includes narration and communication, statement and reasoning, argumentation and proof, that is, all the terminological attributes of scientific, business and other styles of speech.

The scientific style of computer discourse, as N.L.Morgun (2002) points out, is the same functional style of the language of science used in the humanitarian, natural and technical branches of knowledge, but enriched with electronic means of communication. Stylistic and genre subfields should be distinguished within the computer scientific discourse. Stylistic varieties of the language of science in computer science communication consist of industry subfields: actually-scientific, or purely scientific, scientific-technical, as well as scientific-business, educational-scientific (neutral-scientific), scientific-journalistic and popular science.

The subfields of scientific computer discourse have their own peculiarities in the selection of speech means. They are especially noticeable when comparing computer information on physics, biology, medicine, linguistics and other branches of knowledge, since the language of each of the sciences differs in special terminology, the composition of lexical, syntactic and semiotic means. However, common to all the subfields of computer discourse is the connection with the scientific style of presentation of information, as well as the very purpose of scientific presentation. It should correspond in the discourse to:

a. objectivity and accuracy of information transmission,

b. informative saturation,

c. laconism and conciseness of computer speech.

Thus, Internet discourse is a multi-aspect variety of monological and dialogical speech, characterized by a set of stylistically specific communicative means. These tools reveal themselves not only in the use of terminological concepts and computer terms, but also in the use of lexical units associated with different subfields of scientific communication in a computer network. The speech means of computer discourse are characterized by the saturation of the text, professional words and phrases (Morgun, 2002).

The English-language sites considered in the work belong to the Internet discourse and have its properties and characteristics. It can also be assumed that they will have certain features of scientific computer discourse.

DISCUSSION

As we have already noted in the theoretical part, the sources of the formation of neologisms in the English-language Internet discourse can be: word-formation derivation, semantic derivation and borrowings. To study the features of neologisms in the English-language Internet discourse,

we will focus in detail on each source of their education.

The word-formation derivation occurs most often in our study.

Affixal neologisms make up more than 1/5 of new words in Internet discourse. They are formed within the framework of English word formation. At the same time, many previously existing suffixes take on new meanings. For example:

➢ ie: **dronie** – a video self-portrait taken by a selfie drone;

➢ ish: **weblish** is a form of English that is characteristic of some online documents and communication, the characteristics of which include the use of letters in lowercase form, rare punctuation, spelling and grammar errors, and an informal tone;

➢ ism: **hashtag activis**m – a word or any sequence of characters preceded by a lattice sign (#), which serves to group similar messages on Twitter;

➢ al: **vortal** is a portal site offering content and services focused on a specific industry or type of user;

➢ ing: **geotagging** – embedding the current geographical location in a digital format, in particular photos and videos; **microblogging** – publishing short thoughts and ideas to a personal blog, in particular, using instant messaging software or a mobile phone; sexting – sending an obscene text message; **smishing** – an attempt to deceive a person in the transmission of personal, financial or password data by sending a text message with a link to a fraud-controlled website; **smexting** sending text messages during a smoking break;

➢ er: **viewer** – a person who views video content on the Internet or on a computer or combines regular TV viewing with the corresponding digital content.

Prefixes are also actively involved in word formation. The most common ones include:

de-: **defriend** – removing a person from the list of friends on a social network site;

cyber-: **CyberMonday** – On the Monday after the Thanksgiving holiday in the United States, people use fast internet connections at work to buy goods online;

off-: **offline** – disconnecting, temporarily or permanently, from all activities on the Internet;

nano-: **nanopublishing** is an online publishing model that uses a reduced, inexpensive operation to reach the target audience, especially using blogging techniques;

out-: **outernet** – Internet networks that are not part of the Internet;

un-: **unsourcing** – the transfer of company functions from paid employees to unpaid volunteers, especially clients in social networks;

in-: **inline tweet** – in an online article, a fragment of text that is considered suitable for Twitter and formatted as a special link that allows readers to easily publish the text as a tweet;

me-: **meformer** is a social network user who publishes updates that mainly relate to the actions, thoughts and feelings of this person.

Word composition also plays a significant role in the formation of neologisms in Internet discourse. The peculiarity of this type of neoplasms is that it is not the basics of words that are formed, but the whole words.

✓ *audioblog* – audio + blog are online diaries, exclusively in MP3 format, the main content of which is voice recordings that are published in open access for everyone, it is also possible to throw a comment on it;

✓ *catfishing* – cat + fishing is a carefully invented online identity in order to deceive a person in a romantic relationship;

✓ *chatterboxing* – chatter + boxing - watching a TV show while talking to other people about

this program on the internet;

- ✓ *datasexual* – data + sexual - a person who obsessively collects and shares data about his life in order to improve self-knowledge and beautify self-presentation;

- ✓ *Facebook facelift* – Face + book face + lift is a cosmetic surgery designed to improve how a person looks in photos posted on social networking sites;

- ✓ *Fakester* – fake + ster – a person who places a profile on a social network website such as Friendster or MySpace that contains false or misleading information intended for another person or object;

- ✓ *Mindcasting* – Mind + casting – publishing a series of messages reflecting current thoughts, ideas, passions, observations, readings and other intellectual interests;

- ✓ *Transliteracy* – Trans + literacy – the ability to read and write using multiple media, including traditional print media, electronic devices and online tools;

- ✓ *Tweetstorm* – Tweet + storm – a flurry of Twitter messages from a certain person or about a specific topic;

- ✓ *Socialbot* – Social + bot is an automated program designed to simulate a real person on a social network site;

- ✓ *Dronestagram* – Drone + stagram – A photo or video taken on a drone.

- ✓ *Jerktech* – jerk + tech – Technology that encourages or monetizes antisocial behavior, in particular the sale of goods or services that users do not own;

- ✓ *Lifestreaming* – life + streaming – Online recording of a person's daily activities, either through direct video advertising or by aggregating a person's online content, such as blog posts, social network updates and online photos;

- ✓ *Blogosphere* – blogo + sphere – a collection of all bloggers, blog sites, blog readers and blog text;

- ✓ *Egocasting* – Ego + casting – reading, viewing and listening only in media that reflect your own tastes or opinions;

- ✓ *Twitterverse* – Twitter + verse – Twitter social network and the people who use it;

- ✓ *Twitchfork* – twit + chfork – angry or aggressive protest on Twitter, in search of justice or revenge;

- ✓ *Smartphone* – smart + phone - a mobile phone that includes many of the same functions as a personal computer, in particular, Internet access and applications such as calendar and address book, camera, sensors and antennas for technologies such as Wi-Fi and GPS;

- ✓ *Whitelist* – white + list – putting the name, email address, website address or program in the list of items considered spam or viruses.

- ✓ *Clickbaity* – click + baity is a relative link that has been designed, with misleading or sensational text, to encourage a person to click.

Abbreviations mainly consist of abbreviations and acronyms:

- ➢ *FOMO* - The fear + of missing + out on – the fear of missing something interesting or funny, especially when it leads to obsessive socialization or social networks;

- ➢ *Facebook, Google, Apple, and Amazon* - Google, Apple, Facebook, and Amazon corporations are viewed as groups that wield significant power and influence in the modern world;

- ➢ *LAN party* - local + area + network – a meeting where people bring their computers, connect them together to a local network, and then play computer games;

➢ *BYOD* – using a personal mobile device, such as a laptop, smartphone or tablet, to access the work network;

➢ *MoSoSo* – programs that allow you to use your mobile phone to search and communicate with people near you;

➢ *VoIP* – call a person using Voice over IP technology.

➢ *MOOC* – is an online course open to everyone and designed to handle an extremely large number of students.

The next source of education is semantic derivation. As a result of semantic derivation, many everyday words in Internet discourse have acquired new meanings. See the examples below:
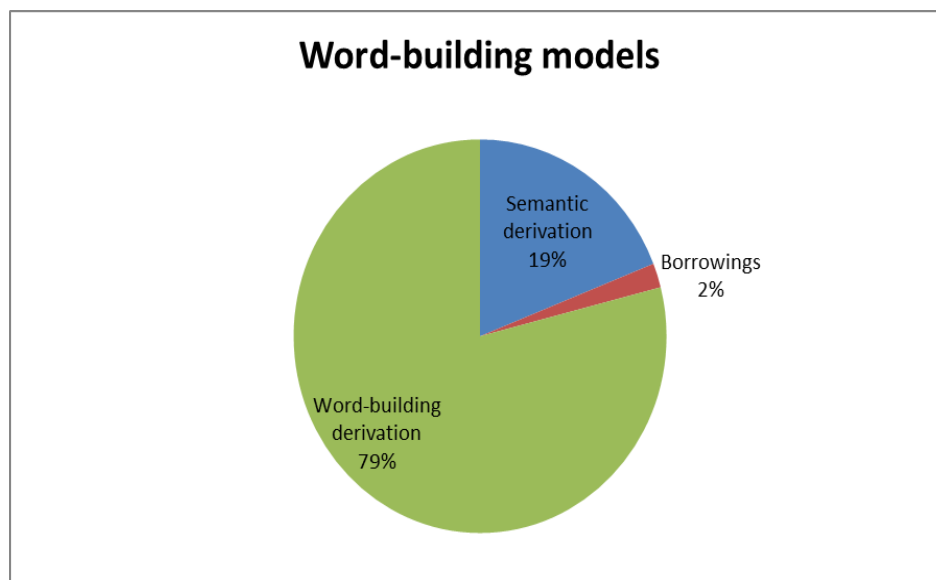
✓ *dark social* – online social interactions that are not publicly available and cannot be tracked or traced;

✓ *death tweet* – a death threat written as a Twitter update;

✓ *digital tattoo* is a difficult–to-remove digital fingerprint that a person creates by posting information on the Internet and accessing online resources;

✓ *distraction addict* – a person whose attention is easily and constantly distracted from the task;

✓ *personal area network* – a device that allows people to exchange data through a handshake;

✓ *friend* – on a social network site, adding a person to the list of acquaintances, and vice versa;

✓ *connectivity aircraft* – an unmanned or similar aircraft equipped with network equipment that allows it to provide Internet access in the area in which it flies;

✓ *whack* –access to data in a wireless network without authorization;

✓ *password fatigue* – mental exhaustion and frustration caused by the need to remember a large number of passwords;

✓ *interest graph* – a set of ideas, topics and things that a person is interested in, in particular a digital or online representation of this set;

✓ *text* – create and send text messages.

Borrowings are considered to be the next source of the formation of neologisms in Internet discourse. Examples obtained during the analysis are given below.

➢ *Spim* – the original language is Slovenian – unsolicited commercial messages sent via an instant messaging system;

➢ *Omnishambles* – the original language is Catalan – a situation or a person who is a mess in every possible way;

➢ *Selfie* – the original language is Filipino – a photographic self-portrait, especially made with the intention of publishing it on a social network.

A diagram was compiled for the quantitative analysis of word-formation models of neologisms in the English-language Internet discourse.

Graphic Image 1. The Main Sources of the Appearance of Neologisms in the English-Language Internet Discourse

According to the graphic image 1, the predominant source of the formation of neologisms is word-formation derivation: it is 79% -107 neologisms were formed using word-formation derivation; 19% of the studied neologisms of Internet discourse were formed by semantic derivation, their number is 26; and 2% are borrowings (3 lexical units).

CONCLUSION

Based on the data obtained during the analysis of the main ways of the appearance of neologisms, it can be concluded that the implementation of neologisms in the English-language Internet discourse is characterized by a word–formation model - word-formation derivation.

Thus, the greatest number of neologisms in English is formed, first of all, due to changes in the political situation in the world, as well as a result of the development of information technologies and the Internet. Internet neologisms are widely spread immediately as a result of the globalization process.

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